

- October 29, 1992

BUCKS

Jan-Feb: 20 bucks for a buck

- Static Cling → Lie Cut pack?
- Dangler
- Poster } Add \$1.00

T-Shirt

- Poster (2 FREE, large enough?)
- Static Cling (Lie put)
- Header (Take + shirt inset out)
- Dangler

POS Kit to support on-carton in store effort

▼ Vince 1 million on-carton \$3.50 apiece - How long?
Marcella
Chris { Static clings ≈ 100,000
Danglers ≈ 200,000

→ High Camel/Winston
Low Bucks
\$3.00 in high Bucks
SDI's?

▼ Richmond -
Pack stuffers? When?

Promotions
Watch?

Touch & Magic
Dress pack + graphics
mirror contempo
copy?

Check into Act Media
Instant Coupon Machine

Have Write Letter
for Winston Select
mailing (2 ctms)

Would VAMS take
a "take-one" in
store? Should we
put in pack?

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Direct Mail -

- 1992 - bucks responders (Camel, Winston Bucks)
- VAMS (Camel & Winston) if available
- Collect names^(VAMS) through retail, advertising for RA 1993 efforts

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